



D | A | **DAVIDSON**

April 23, 2026

450 Regency Parkway, Suite 400
Omaha, NE 68114
(402) 898-1700
(866) 865-1700
Fax: (402) 392-7833
dadavidson.com
D.A. Davidson & Co. member SIPC

Dear Clients,

Russ: On The Home Front

Greetings from your Blueprint Advisors team. We hope this quarterly update finds you and your family doing well. Spring has arrived in Omaha and is now in full bloom. Spring follows winter—it's good that some things are certain. Usually, in these quarterly updates, I try to say something witty to calm people's nerves and suggest we not overreact in our portfolios to the current worry du jour. But as I become an aging geezer, I seem to have doubts and I'm less certain of anything. They say, "with age comes wisdom," but I've noticed sometimes age shows up all by itself. Luckily for you, over the last decade or so, I have surrounded myself with hard-working, smart young people. So, in this update, I've asked Ryan, Sarah, and Susan to share a few things that are on their minds. Finally, a couple of closing thoughts about spring: This year, on my morning walks, I've noticed an abundance of preening tom turkeys, hoping to win the affection of the lady turkeys. At the same time, political signs are sprouting like dandelions. Have you ever noticed that many of our politicians resemble the preening birds? In this coming election, may the best turkey win!

With that as context, Ryan offers a little historic perspective on the stock market. When it comes to stock market predictions, Russ likes to quote John Kenneth Galbraith: "The only function of market forecasters is to make astrology look respectable." Even so, a little historic perspective can be helpful.

Ryan: S&P 500 Perspective

Given the current global circumstances impacting the stock market, it is important to highlight some facts that may offer an encouraging outlook. Regarding the ongoing conflict with Iran, historical data shows that markets typically reach their lowest point within the first 10% of a war's duration. This pattern suggests that markets tend to bottom out while the conflict is still intensifying. Although it may seem counterintuitive for stock markets to rise amid worsening headlines, it is common, as markets focus on future expectations rather than immediate news.

Market volatility often feels more intense in the moment than it appears in retrospect. Recent pullbacks are well within the normal range for a typical market year. Since 1980, the S&P 500 (widely used as a benchmark for the U.S. stock market) has experienced an average intra-year decline of -14.2%. Despite these declines, 76% of those years still ended with

positive returns, averaging 10.7% annually. As of March 31, the S&P 500 was down -4.3% for the year. However, by April 13, 2026, the S&P 500 recovered and reached positive territory once again.

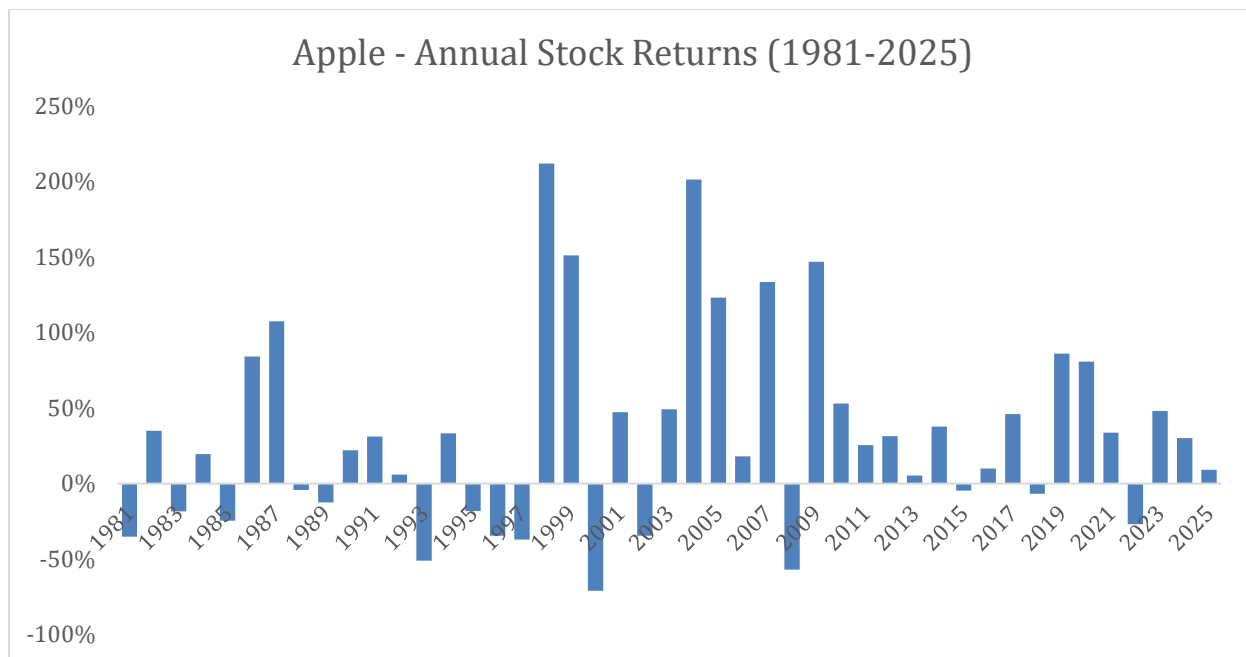
In periods of heightened volatility and concerning headlines, it is beneficial to focus on the fundamental factors influencing market performance, such as revenue and earnings. For the S&P 500, earnings estimates project an increase of +18% in 2026 compared to 2025, and a further +16% rise in 2027 compared to 2026. Alongside earnings growth, analysts expect record-high profit margins for the S&P 500 in 2026 and 2027. The convergence of rising earnings and expanding profit margins historically provides a positive tailwind for stock markets, supporting optimism about future performance.

Building on Ryan's market "top down" perspective, we'd like to shift to a "bottom up" example: a remarkable long-term success story.

Sarah: Apple, A Remarkable Success Story

April 1, 2026 marked 50 years in business for Apple Inc., first known as Apple Computer Company. Apple is widely owned across our client portfolios and most retirement plans, so we thought it would be appropriate to recognize this fantastic milestone. The company was founded by two twenty-something college dropouts, Steve Wozniak and Steve Jobs, and was bootstrapped with just \$1,300 from the sale of Jobs' VW bus and Wozniak's programmable calculator. Their first product, the Apple I, was simply a motherboard with some memory and processor for DIY tech enthusiasts. Apple went public on December 12, 1980, after evolving the Apple I into its successors, the Apple II and Apple III, designed for everyday personal and business users. The 4.6 million shares sold out quickly at \$22 per share (\$0.10 adjusted for stock splits). A \$2,000 investment in Apple at their IPO price would be worth over \$5 million today.

The 45-year stock price history of Apple offers investors an important lesson in staying the course and focusing on the long-term thesis of a company. While the annual growth rate of the stock is near ~20% (including reinvested dividends), it has withstood enough volatility throughout the years to test the patience of many investors. Warren Buffett has famously said that "you've got to be prepared, when you buy a stock, to have it go down 50% or more and be comfortable with it, as long as you're comfortable with the holding." Apple experienced a -51% return in 1993 due to intense competition, -71% during the dot.com bubble in 2000, and -57% during the Great Financial Crisis in 2008. Apple's revolutionary investment, the iPhone, was brought to market in 2007 and remains their biggest source of revenue.



Now the company is one of the most valuable in the world at nearly \$4 trillion and, as of January 2026, has provided \$847 billion back to shareholders through dividends and share buybacks over the last decade, the most capital returned to any company's shareholders in history. On Monday, 4/20, Apple announced that 25-year veteran, John Ternus, will replace Tim Cook as CEO as of 9/1, leading the company into its next era, with AI at the forefront. Whether you are reading this letter on an iPad, iPhone, or iMac, or if you are an Apple investor, you're part of this incredible story of their success. Cheers to the next 50 years of innovation.

Susan: Closing Thoughts

To wrap up, Susan's advice to investors (and the tom turkeys) is to "stay the course!" Compounding is very real, beneficial, meaningful, and takes time. We believe a decline in stock price for the publicly traded companies we favor is often temporary and can present a buying opportunity. Our preference is to own companies with certain financial characteristics like low debt, meaningful earnings history, and free cash flow to survive economic, global, political, and social challenges. This includes companies like Apple, which is an established company and not on the bleeding edge of investing. Many of you have been investing for decades and live this concept. If any of your kids, grandkids, or loved ones could benefit from this long-term perspective, please have them contact us. We would be happy to talk with them. We greatly appreciate your trust and confidence in our team. Keep persevering!

Gobble Gobble,

Russ, Susan, Ryan, Sarah, and Jackson

Appendix: Sources

1. Morningstar / MarketWatch (April 1, 2026). "Stock markets bottom in the early stages of military conflict, says Tom Lee—here's what the strategist expects now."
2. J.P. Morgan Asset Management. *Guide to the Markets* (slide 17).
3. FactSet. *Earnings Insight* (April 2, 2026) (slide 29).
4. Yardeni Research. S&P 500 forward revenues, earnings, margins.
5. Pogue, David. *Apple: The First 50 Years*. Simon & Schuster, 2026.
6. Brumley, James (April 1, 2026). "How Much Would You Have if You Had Invested \$2,000 in Apple When It Went Public?" *The Motley Fool*.
7. Yahoo! Finance; Trefis Team (January 21, 2026). "Apple Beats Every Other Stock With \$850 Billion Return." *Forbes*.